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*Straight down the middle*

# EDC gives advice on Southeast Asia

After three months as Export Development Canada's (EDC) new permanent representative in Southeast Asia, Rob Simmons comments on the region and Canadian opportunities.

"The Southeast Asian economies, sandwiched between the regional giants of China and India, are often overlooked by Canadian exporters and investors in favour of their more high profile Asian neighbours," says Simmons. There has also been speculation lately that Southeast Asian economies will gradually lose their competitive advantage to China.

But Simmons adds that China's tremendous influence—and now some would say India's as well—should rather be viewed as an opportunity, particularly for Canadian companies looking for the best way to break into the broader Asian market.

"The fact is that Southeast Asian markets, particularly the Association of Southeast Asian

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*Looking up to Southeast Asia: Kuala Lumpur's Petronas Towers stand tall.*

# Opportunities abound at Rebuild Iraq 2005

**AMMAN, JORDAN** — April 4-7, 2005 — **Rebuild Iraq 2005** is the second international trade exhibition for the reconstruction of Iraq. Last year's exhibition, which was held in Kuwait, received the largest international support ever extended to any trade event in the Middle East. The show welcomed more than 1,400 companies from 48 countries.

The demand in Iraq for the full range of infrastructure supplies and equipment, services and technologies for key economic and industrial sectors has been estimated to exceed $195 billion over the next ten years. Major sectors to be featured at the show include: building and construction, oil and gas, electricity, HVAC, telecommunication, agriculture and food, health, environment, hospitality, packaging and printing, education, industrial machinery, security and information technology.

This year's exhibition will offer international suppliers a safe meeting place to present their

*continued on page 6* — Rebuild Iraq 2005

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# Canada planning U.S. geomatics mission

**STENNIS, MISSISSIPPI** — February 24-25, 2005 — The Canadian Consulate General in Atlanta, in conjunction with Industry Canada, is organizing a geomatics, geographic information systems, geospatial sciences, ocean technologies, and science and technology partnering mission to NASA's Stennis base.

NASA-Stennis is the largest geomatics base in the United States, if not the world. It is the home for NASA's geomatics functions, the U.S. Naval Oceanographic Office, and the National Oceanic and Atmospheric Administration.

The mission partner is the Mississippi Enterprise for Technology (MSEFT), a consortium of 45 geomatics companies and research institutes. The mission will promote strategic alliances, joint ventures, technology licensing and research exchanges between Canada and the members of MSEFT and other Stennis-based organizations.

Canadian participants can make a short presentation and have at least three personalized meetings with potential American partner companies. There is no participation fee. Companies will, however, be responsible for their own travel, lodging and meal expenses. Local business-related transportation will be provided.

Photo: John C. Stennis Space Center

*The John C. Stennis Space Center's Stennisphere houses NASA's geomatics functions.*

**For more information**, contact Steve Adger Flamm, Senior Business Development Officer, Canadian Consulate General in Atlanta, tel.: (404) 532-2018, fax: (404) 532-2050, e-mail: steve.flamm@international.gc.ca, Web site: www.atlanta.gc.ca.

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# Procurement conference focuses on Americas

**VANCOUVER** — November 15-17, 2004 — For the first time, federal government procurement executives and suppliers from Canada, the United States, Mexico and other Latin American countries will come together at the **Federal Government Procurement Conference of the Americas**. The Canadian Commercial Corporation and the United States General Services Administration are organizing the event.

Exporters who attend the conference will hear speakers from the respective governments and prime contractors as they explain how procurement is handled in their country. They will also discuss acquisition processes and provide information on future procurement requirements and programs, such as British Columbia's planning for the 2010 Winter Olympics.

The main topics to be covered will include defense and security procurement, doing business with civilian governments, and the legal aspects of contracting with governments.

On both days of the conference, participants can arrange one-on-one meetings with representatives of government agencies and prime contractors.

**For more information**, and to register, go to www.fgpca2004.com.

## Southeast Asia

*— continued from page 1*

Nations (ASEAN)—Malaysia, Thailand, the Philippines, Indonesia and Singapore—are among the most open economies in the world. And while China attracts more foreign direct investment (FDI) in absolute value, Southeast Asia continues to pull in its share. When relative gross domestic product (GDP) is taken into account, Malaysia, Vietnam and Singapore all continue to attract FDI at a comparable or greater rate than China," he says.

In recent surveys asking Japanese corporations to rank the ten most promising destinations for manufacturing FDI, five of the ten markets were in Southeast Asia. "With good reason," Simmons responds, "because Southeast Asia's current economic strength is based on the integrated pattern of trade within Asia itself, where China is creating surging demand for Asian raw materials and inputs of all kind. In the process, Southeast Asia is becoming an integral part of the global supply chain story."

All of this translates into opportunities for Canadian exporters and investors, particularly in those sectors where Canadian expertise excels, like information and communication technology, environmental services, biotechnology and aerospace.

"It is with some sense of urgency that Indonesia, Vietnam, Thailand and the Philippines are trying to fast-track much delayed infrastructure development including ports, airports, rail, power generation, water and telecommunications," says Simmons.

"Furthermore, throughout the region, manufacturers are beginning to upgrade and expand their facilities, creating demand for machinery and equipment as well as services. Still, other larger corporations are expanding their regional base through

mergers and acquisitions, creating economies of scale and distribution channels to fuel even greater economic activity," he says.

True, each market in the region is different and clearly the business approach needs to take this into account. Simmons explains that a business development model that proves successful in Malaysia may require another strategy in Thailand or the Philippines. "It almost goes without saying that opportunities in Singapore are very different from those presented in Indonesia," adds Simmons. "Finally, there is additional work to be done among the ASEAN partners to further integrate the Southeast Asian economies to take full advantage of what is, when taken as a whole, a sizable and dynamic market with significant raw materials and consumer demand."

With careful planning and a targeted approach, Canadian business can find success in the Southeast Asian markets. And these successes can create an excellent base from which to seize other, perhaps larger, opportunities throughout the region.

### EDC lends a hand

But there are risks inherent in doing business in any emerging market and Southeast Asia is no exception. For Canadian exporters and investors, these risks are amplified by geographic distance. This is where EDC comes in, with its risk management and financing services combined with its "on-the-ground" presence in Malaysia.

EDC's services range from export credit and political risk insurance, to contract bonding and loans for foreign buyers of Canadian goods and services. From its base in Kuala Lumpur, EDC also works closely with the trade offices at Canadian embassies and high commissions, ASEAN banks, project developers and other regional buyers and borrowers to facilitate transactions with Canadian businesses.

"Viewed from Canada, the Asian market may appear somewhat daunting in size and complexity," says Simmons. But he adds that success is often hard to come by, perhaps impossible, without a targeted approach combined with perseverance.

"In golf, it is important to hit your drive 'straight down the middle' and think ahead to your next shot. The same can be said for pursuing business opportunities in Asia. By aiming for the 'middle ground' of Southeast Asia, you can gain an excellent vantage point from which to more clearly see opportunities elsewhere in the region."

**For more information**, contact Rob Simmons, Regional Manager, EDC Kuala Lumpur, tel.: (011-603) 2718-3366, fax: (011-603) 2718-3313, e-mail: rsimmons@edc.ca, Web site: www.edc.ca.

# Get E.U. certification with CE product mark

Canadian companies thinking of exporting products to European Union (E.U.) countries should be aware of the CE mark—a prerequisite to selling certain products in the E.U.

The mark is a general product certification logo that does not belong to a specific product certification organization. It shows that a product meets E.U. health, safety and environmental requirements. Europe's New Approach initiative aims at helping to achieve a single market, with the European community having developed a set of directives which outline common requirements.

As a general rule, all New Approach directives require the CE mark on products. Although the CE mark is essential for certain products in order to access any E.U. member country, there may still be other requirements set by individual member states.

It is estimated that half of the products imported by the E.U. require a CE mark. The directives cover products such as medical devices, telecommunications products, construction materials and elevators. Directives, related information and standard references can be found at www.newapproach.org/Directives/DirectiveList.asp. Standards can be purchased from the European organizations identified on this site. Alternatively, the Standards Council of Canada recommends Information Handling Services Canada as a domestic source for purchasing standards (1-800-267-8220 or www.ihscanada.ca).

Once it is identified that directives apply to a product, exporters then determine if their products meet the specified European standard or if a comparable standard that meets those requirements can be used. The Standards Council of Canada (tel.: (613) 569-7808, fax: (613) 995-4564, e-mail: info@scc ca) can help exporters in identifying comparable standards.

However, many products may only require a declaration of conformity. First, exporters need to identify if their products belong to the self declaration category by consulting the related product directives. The higher the risk to health and safety, the greater the likelihood that those products will need to be tested and certified by an approved body recognized by the E.U. in a process called attestation.

Third party conformity assessment may also be required for products that are not covered by the directives. The Delegation of the European Commission to Canada (tel.: (613) 238-6464, fax: (613) 238-5191, e-mail: mailto@delcan.cec.eu.int) can provide exporters with information regarding conformity assessment bodies in Canada that can provide this testing service.

Once products are in conformity with European requirements, the company is authorized to affix the CE mark. That's where the Delegation of the European Commission to Canada can assist.

It is important to retain all technical documentation that relates to the attestation or declaration of conformity in order to protect firms from problems that may arise such as non-compliance or allegations of falsified documents.

**For more information**, go to www.europa.eu.int/comm/enterprise/regulation/index.htm (E.U. product legislation), or www.europa.eu.int/comm/enterprise/newapproach/legislation/guide/legislation.htm (information on CE mark legislation, see Chapter 7 of the Guide).

# Spain-Canada seminar to make connections

**MONTREAL** — November 17-18, 2004 —The Spanish Institute of Foreign Trade, in cooperation with the Embassy of Spain in Ottawa, is organizing a business seminar to facilitate business connections. The event will take place within the Canadian Manufacturers & Exporters' Annual Convention.

The seminar will include two workshops on cooperation between Spanish and Canadian companies in third markets (Latin America, North Africa and Eastern Europe, etc.), and investments in the Province of Quebec.

Along with the workshops, bilateral meetings with Spanish companies will be offered—an excellent way to promote Canadian business, network and search for business opportunities. The Embassy of Spain in Ottawa will assist all companies interested in making contacts with Spanish counterparts.

This event is organized in collaboration with International Trade Canada, Export Development Canada, Canadian Commercial Corporation, Investment Quebec and Montreal International, among other institutions.

**For more information**, go to the Spain-Canada Business Seminar Web site: www.embaspain.ca/montreal2004/index.htm, or contact the Economic and Commercial Office of Spain in Ottawa, e-mail: ottawa@mcx.es.

# contacts information services

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# Calgary boat maker motors into Japan

Who would have thought that Canada's only manufacturer of high-performance tow boats would be based in land-locked Calgary? In a short time, **SVFARA Marine Inc.** established itself in niche markets throughout Canada, the United States and, most recently, Japan.

As of April 2004, SVFARA added four new dealers to its team. In a sport dominated by U.S. manufacturers, SVFARA has established itself as a major competitor of performance tow boats in Japan, having the second-highest selling tournament boat for the past two years.

In 2003, one-third of its production was sold in Japan. Mitsuko Kawashita, SVFARA's agent in Tokyo, describes the company's image in Japan as "elegant and sporty with Japan's need for simplicity and reliability but with a twist of sophisticated European design."

SVFARA credits some of its success in Japan to International Trade Canada's Program for Export Market Development (PEMD). As a result of the funding provided by PEMD, SVFARA was able to exhibit its SV696 model boat at Surf Expo 2001 where it was discovered by Kawashita. According to Scott Roddick, President of SVFARA, "PEMD has allowed our company to go to trade shows and establish ourselves as an international competitor of performance tow boats."

*SVFARA's SV696 model tow boat*

In addition to trade shows, PEMD has assisted SVFARA with advertising in key industry publications and in the development of its new Web site. Erin Wilkinson, PEMD Coordinator with International Trade Canada in Edmonton, and colleagues abroad, continue to work with SVFARA to open it up to new markets.

Often referred to as the Ferrari of tournament tow boats, SVFARA boats meet Canadian and U.S. coast guard standards, and are certified to CE (Common European) standards including ISO (International Organisation for Standardization). With the January 2004 issue of WaterSki magazine noting, "The SV696 is as close to perfection as you can get," it's no wonder that this Calgary company is making a name for itself around the world.

**For more information**, go to www.svfara.com.

# Book early for Thai biotech event

**BANGKOK, THAILAND** — November 2-5, 2005 — **BioThailand 2005**, organized by the National Centre for Genetic Engineering and Biotechnology, the National Science and Technology Development Agency and the Thai Ministry of Science and Technology, is an international biotechnology conference and trade fair, and will include business matching and partnering.

**For more information**, contact the BioThailand Secretariat, tel.: (011-662) 564-6700, fax: (011-662) 564-6701, e-mail: biothailand2005@biotec.or.th, Web site: www.biothailand2005.biotec.or.th, or contact Surin Thanalertkul, Trade Commissioner, Canadian Embassy in Bangkok, e-mail: bngkk-td@ international.gc.ca.

# Rebuild Iraq 2005

*— continued from page 1*

products and technologies to Iraqi entrepreneurs, regional and international contractors and subcontractors, traders and importers, and Iraqi officials responsible for the Iraq Development Fund.

To give added value to participating international delegations and acquaint them with the security and business environment in Iraq, organizers will also hold a two-day conference. This event will address all the major issues including security, finance, contracting, business, health, infrastructure development and trade.

**For more information**, or to register, contact Bechara Nacouzi, International Trade Fairs, tel.: (514) 685-3530, fax: (514) 685-6873, e-mail: bnacouzi@videotron.ca. For more information about the services that Foreign Affairs Canada and International Trade Canada can offer to export-ready Canadian businesses that wish to enter the Iraqi market, contact Albert Galpin, Middle East Division, Foreign Affairs Canada and International Trade Canada, tel.: (613) 944-2396, fax: (613) 944-7975, e-mail: albert.galpin@international.gc.ca.

# Australia's Designbuild fair a window to the world

**SYDNEY, AUSTRALIA** — June 5-8, 2005 — Canadian Export Development (CED), in cooperation with the Canadian Consulate Trade Office in Auckland, New Zealand, invites Canadian exporters to participate in **Designbuild 2005**, Australia's international building and design exhibition. This event is the biggest and best-known trade show in Australasia's building sector.

Participation at Designbuild provides an excellent opportunity to generate sales and initiate business relationships with Australian and Asian partners, as well as companies from the United Kingdom and Europe.

Canadian companies are invited to display their products and services in a Canadian pavilion. The Canadian Consulate Trade Office will provide a business program that will include pre-show services like preliminary partnering research, market and visit information, and lists of key contacts.

The Consulate will also provide Australian and New Zealand contacts with advance notice of Canadian exporters' attendance at Designbuild and work with those exporters before the event to ensure that one-on-one meetings are arranged with key business contacts.

### Opportunities

Canadian exporters that provide technologically innovative high-grade building products and materials have a distinct advantage. Some products in demand include insulation materials, energy-efficient and environmentally friendly building products, wood-based building products and do-it-yourself home improvement products. With similarities in culture, language and business practices, Australia is an ideal place for Canadian exporters to expand sales to the Asia-Pacific region. For detailed reports on the Australian building sector, go to www.infoexport.gc.ca.

Attendance at Designbuild is based on a first-come, first-served basis. **For more information**, contact Robert Grison, CED, tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: cced@sympatico.ca, Web site: www.designbuildexpo.com.au.

# Dubai food show a gateway to emerging markets

**DUBAI, U.A.E.** — February 20-23, 2005 — Agriculture and Agri-Food Canada and the Canadian Consulate in Dubai are organizing the Canadian presence at **Gulfood**, the most important event for the food and hospitality industry in the Middle East.

The Canadian pavilion will consist of 26 booths, an information stand and a food demonstration area—the perfect platform to promote Canadian products to the booming Middle East market. In fact, this trade event is also a gateway to the Indian, African and Eastern Asian markets.

Gulfood, held every two years, is the largest, best-attended and fastest-growing food show in the Middle East. The 2003 show featured some 1,300 exhibitors from 44 countries and 12,000 trade buyers. Visitors included importers, distributors, retailers, the hotel and restaurant industry, manufacturers and government institutions.

**For more information**, go to www.ats.agr.ca/gulfood.

# Japan to host six-month world expo

**NAGOYA, JAPAN** — March 25 - September 25, 2005 — The **2005 World Exposition** is an international showcase for countries to profile the best they have to offer in terms of culture, ingenuity and innovation. At the Canadian pavilion, participants can highlight their company in a high-profile and attractive environment.

Canadian Heritage and International Trade Canada are developing trade and business-oriented opportunities during this event for Canadian companies and organizations. The Canadian pavilion will be equipped with a reception area that will accommodate up to 125 guests and an executive boardroom with full audio and video conferencing capabilities as well as state-of-the-art projection equipment. These facilities and services are available on a cost-recovery basis to Canadian companies interested in taking advantage of this high-profile event to entertain local contacts and potential clients.

**For more information**, contact Charles Gardner, Trade and Partnerships Officer, Canadian pavilion at Expo 2005, e-mail: charles.gardner@international.gc.ca, Web site: www.expo2005canada.gc.ca.

# Agriculture and agri-food trade fairs

**Nuremberg, Germany** — February 24-27, 2005 — Present your products on the global organic market at **BioFach 2005**. Last year, 1,900 exhibitors met with over 29,500 trade visitors at this world-leading exhibition. **For more information**, go to www.biofach.de.

**Tokyo, Japan** — March 8-11, 2005 — **FOODEX JAPAN 2005** is the third-largest international food and beverage exhibition in the world. With food products on display from over 75 countries and more than 90,000 industry visitors annually, this exhibition is where international producers and buyers get together to do business. **For more information**, go to www.jma.or.jp/FOODEX.

**Boston, United States** — March 13-15, 2005 — For 20 years, the **2005 International Boston Seafood Show** (IBSS) has brought thousands of key buyers to Boston for three days of intensive buying and selling. Over 750 companies rely on IBSS to deliver hard-to-reach North and Latin American and European buyers—from local restaurants to international franchise operators to major institutions. **For more information**, go to www.bostonseafood.com.

**Anaheim, United States** — March 17-20, 2005 — Last year, more than 2,500 exhibitors and 36,000 attendees from 86 countries took part in the **Natural Products Expo West** trade show to display or shop for the latest food, beverage, supplement and personal care items. More than 13,000 retailers and buyers participated. **For more information**, go to www.expowest.com.

**San Juan, Puerto Rico** — April 9-10, 2005 — **Expo Alimentos 2005** is the largest food trade show in Latin America and the Caribbean. Last year, the fair attracted more than 6,000 buyers from that region. Puerto Rico's $5.6 billion food industry is a solid platform for Canadian companies in this sector. **For more information**, go to www.expo-alimentos.com.

**Montreal** — April 13-15, 2005 — **SIAL Montreal 2005** is an international food exhibition that attracts some 800 exhibitors from 40 countries, and over 13,000 visitors from 77 countries. This event offers producers and buyers access to international markets for food products, wines, beverages and spirits. SIAL Montreal is the place to discover the source of all commercial agreements in the North American food sector. **For more information**, go to www.sialmontreal.com.

**Brussels, Belgium** — April 26-28, 2005 — The **European Seafood Exposition** is the one event that brings together seafood buyers and sellers from all over Europe and the world. With over 1,000 exhibitors from more than 65 countries, it offers seafood business professionals access to a one-stop resource to reach global retail, foodservice and wholesale companies. **For more information**, go to www.euroseafood.com.

**New York, United States** — July 10-12, 2005 — The **Summer International Fancy Food & Confection Show** is one of the most important annual expositions for gourmet and specialty foods. The show draws senior representatives from every segment of the retail and food service industries—retailers, restauranteurs, brokers, wholesalers, importers and other distributors of gourmet, specialty and ethnic foods. **For more information**, go to www.fancyfoodshows.com.

**Cologne, Germany** — October 8-12, 2005 — Showcase your products at **Anuga**, the most important trade fair for the food and drink industry worldwide. The top decision-makers from all over the world meet there to do business. **For more information**, go to www.anuga.com.

## Enquiries Service

International Trade Canada's and Foreign Affairs Canada's Enquiries Service provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region: **(613) 944-4000**) or by fax at **(613) 996-9709**; or Web site: **www.dfait-maeci.gc.ca**.

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